

IN THE CLAIMS

1. (currently amended) A method of labeling a glass, plastic or metal container or surface by means of a water based adhesive composition, said method comprising:
 - (a) selecting a microvoided polymeric film label ~~having a density of less than 0.9;~~
 - (b) applying a water based adhesive to said microvoided polymeric label to form a fastenable microvoided polymeric label;
 - (c) fastening said fastenable microvoided polymeric label to a glass, plastic or metal container or surface; and
 - (d) allowing said polymeric label to dry on said glass, plastic or metal surface or container.
2. (currently amended) A method for labeling a glass, plastic or metal container as defined in claim 1 wherein a hydrophilic layer is applied to said ~~low density~~ microvoided polymeric film before said water based adhesive is applied.
3. (currently amended) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein water is applied to said hydrophilic layer to form a fastenable microvoided polymeric label.
4. (currently amended) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein a waterbased adhesive containing a catalyst is applied to said hydrophilic layer to form a fastenable microvoided polymeric label.
5. (original) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the reactive catalyst is crosslinkable with either the hydrophilic layer the adhesive layer or both layers.

- 6.(original) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the hydrophilic layer is a coated, coextruded or extruded layer.
- 7.(original) A method for labeling glass, plastic or metal container as defined in claim 6 where hydrophilic layer is a coated layer.
- 8.(original) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the adhesive is applied with 100% coverage or a pattern to the hydrophilic layer.
9. (original) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein less adhesive is applied than is normally applied to a paper label.
- 10.(currently amended) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the microvoided polymeric label is a mono-layer or coextruded film selected from white or colored cavitated polypropylene, polyethylene, polyester, polystyrene[[,]] or polycarbonate ~~or compatibilized polymer blends~~.
- 11.(currently amended) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the microvoided polymeric label includes a reverse printed clear polymeric film which is laminated to the ~~low density~~ microvoided polymeric label surface.
12. (currently amended) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein an adhesion promoting tie layer or primer is used to promote adhesion of the hydrophilic layer to the microvoided polymer label.
14. (currently amended) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein an adhesion promoting layer is used on the print surface on the microvoided

polymer label to promote indicia adhesion.

15.(original) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein a protective coating over the surface of the printed indicia is formulated with slip aids and/or anti-static agents to control the coefficient of friction and static properties between the hydrophilic layer and protective coating for optimum high speed application.

16. (original) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein a protective coating over the surface of the printed indicia is formulated with anti-block and/or anti-stick aids to control the blocking tendency of the moisture activated hydrophilic layer for optimum high speed application.

17.(original) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein a protective coating over the surface of the exposed polymer layer is formulated with slip aids and/or anti-static agents known to those in the art to control the coefficient of friction and static properties between the hydrophilic layer and protective coating for optimum high speed application.

18.(original) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein a protective coating over the surface of the exposed polymer layer is formulated with anti-block and/or anti-stick aids to control the blocking tendency of the moisture activated hydrophilic layer for optimum high speed application.

19.(original) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the hydrophilic layer is formulated with humectants for curl control and/or anti-block aids to control the layflat and blocking properties of the label for optimum high speed application.

20. (original) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the aqueous label adhesive is based on starch, casein, synthetic polymer or blends of starch, casein or synthetic polymers.

21. (original) A method for labeling a glass, plastic or metal container as defined in claim 2 wherein the hydrophilic layer activated by water into an adhesive layer is a derivative of polyacrylic acid or polyacrylic acid copolymer.

22. (original) A method for labeling a glass, plastic or metal container as defined in claim 21 wherein the hydrophilic layer activated by water into an adhesive layer is a carboxylated sodium polyacrylate.

23. (currently amended) A method of labeling a glass, plastic or metal container or surface by means of a water based adhesive composition, said method comprising:

(a) selecting a microvoided polypropylene label ~~having a density of 0.55—0.85;~~

(b) applying a water based adhesive to said microvoided polypropylene label to form a fastenable label;

(c) fastening said fastenable label to a glass or plastic container or surface; and

(d) curing said microvoided polypropylene label on said glass or plastic container or surface.

24. (currently amended) A plastic metal or glass container having a polymer label comprising a ~~low density~~ microvoided polymer, a dried water based adhesive which affixes said microvoided polymer label to said container, said microvoided polymer label containing a portion of said dried water based adhesive within said microvoided polymer.